



## Retail MarketPlace Profile

Benton County, OR  
Benton County, OR (41003)  
Geography: County

### Summary Demographics

2010 Population	84,791
2010 Households	33,861
2010 Median Disposable Income	\$40,644
2010 Per Capita Income	\$27,508

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$838,533,694	\$572,806,962	\$265,726,732	18.8	612
Total Retail Trade	44-45	\$715,986,253	\$472,570,377	\$243,415,876	20.5	444
Total Food & Drink	722	\$122,547,441	\$100,236,585	\$22,310,856	10.0	168

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$170,536,983	\$75,371,031	\$95,165,952	38.7	32
Automobile Dealers	4411	\$141,099,731	\$54,086,463	\$87,013,268	44.6	13
Other Motor Vehicle Dealers	4412	\$13,182,585	\$12,493,644	\$688,941	2.7	7
Auto Parts, Accessories & Tire Stores	4413	\$16,254,667	\$8,790,924	\$7,463,743	29.8	12
Furniture & Home Furnishings Stores	442	\$25,557,227	\$14,925,119	\$10,632,108	26.3	26
Furniture Stores	4421	\$18,578,919	\$10,734,761	\$7,844,158	26.8	12
Home Furnishings Stores	4422	\$6,978,308	\$4,190,358	\$2,787,950	25.0	14
Electronics & Appliance Stores	4431	\$26,325,750	\$16,157,121	\$10,168,629	23.9	40
Bldg Materials, Garden Equip. & Supply Stores	444	\$29,136,123	\$22,643,397	\$6,492,726	12.5	48
Bldg Material & Supplies Dealers	4441	\$24,288,705	\$19,882,037	\$4,406,668	10.0	25
Lawn & Garden Equip & Supply Stores	4442	\$4,847,418	\$2,761,360	\$2,086,058	27.4	23
Food & Beverage Stores	445	\$209,475,419	\$190,510,041	\$18,965,378	4.7	72
Grocery Stores	4451	\$193,354,976	\$173,853,472	\$19,501,504	5.3	39
Specialty Food Stores	4452	\$11,034,501	\$11,674,513	\$-640,012	-2.8	25
Beer, Wine & Liquor Stores	4453	\$5,085,942	\$4,982,056	\$103,886	1.0	8
Health & Personal Care Stores	446,4461	\$45,042,324	\$52,387,102	\$-7,344,778	-7.5	23
Gasoline Stations	447,4471	\$76,219,746	\$15,391,787	\$60,827,959	66.4	5
Clothing & Clothing Accessories Stores	448	\$31,655,828	\$14,882,747	\$16,773,081	36.0	41
Clothing Stores	4481	\$20,832,185	\$6,680,863	\$14,151,322	51.4	24
Shoe Stores	4482	\$6,837,765	\$6,628,821	\$208,944	1.6	8
Jewelry, Luggage & Leather Goods Stores	4483	\$3,985,878	\$1,573,063	\$2,412,815	43.4	9
Sporting Goods, Hobby, Book & Music Stores	451	\$19,139,783	\$22,653,592	\$-3,513,809	-8.4	55
Sporting Goods/Hobby/Musical Instr Stores	4511	\$9,225,644	\$7,065,923	\$2,159,721	13.3	47
Book, Periodical & Music Stores	4512	\$9,914,139	\$15,587,669	\$-5,673,530	-22.2	8
General Merchandise Stores	452	\$53,266,939	\$31,154,063	\$22,112,876	26.2	11
Department Stores Excluding Leased Depts.	4521	\$42,233,951	\$12,231,967	\$30,001,984	55.1	6
Other General Merchandise Stores	4529	\$11,032,988	\$18,922,096	\$-7,889,108	-26.3	5
Miscellaneous Store Retailers	453	\$15,659,549	\$10,361,334	\$5,298,215	20.4	85
Florists	4531	\$894,707	\$683,360	\$211,347	13.4	14
Office Supplies, Stationery & Gift Stores	4532	\$5,791,544	\$3,501,546	\$2,289,998	24.6	18
Used Merchandise Stores	4533	\$665,651	\$681,885	\$-16,234	-1.2	16
Other Miscellaneous Store Retailers	4539	\$8,307,647	\$5,494,543	\$2,813,104	20.4	37
Nonstore Retailers	454	\$13,970,582	\$6,133,043	\$7,837,539	39.0	6
Electronic Shopping & Mail-Order Houses	4541	\$938,552	\$0	\$938,552	100.0	0
Vending Machine Operators	4542	\$473,497	\$473,367	\$130	0.0	1
Direct Selling Establishments	4543	\$12,558,533	\$5,659,676	\$6,898,857	37.9	5
Food Services & Drinking Places	722	\$122,547,441	\$100,236,585	\$22,310,856	10.0	168
Full-Service Restaurants	7221	\$55,578,247	\$48,889,899	\$6,688,348	6.4	100
Limited-Service Eating Places	7222	\$57,105,418	\$44,920,807	\$12,184,611	11.9	54
Special Food Services	7223	\$2,757,766	\$3,400,527	\$-642,761	-10.4	5
Drinking Places - Alcoholic Beverages	7224	\$7,106,010	\$3,025,352	\$4,080,658	40.3	9

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

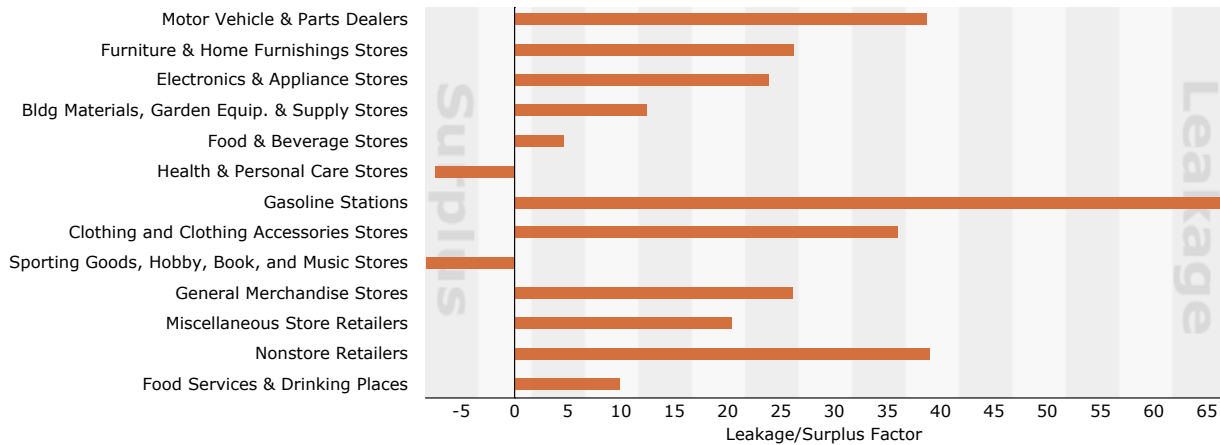
**Source:** Esri and Infogroup

May 08, 2012

Made with Esri Business Analyst

Benton County, OR  
 Benton County, OR (41003)  
 Geography: County

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group

